

# Salim Touma

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Personal Details: August 22<sup>nd</sup> 1977  
Lebanese, Male



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## General Manager / Director of Revenue Management

*15+ years' success in leading business restructuring, crisis management and generating revenue for multi-national hotel brands, such as Marriott International, Intercontinental Hotels Group, Dusit Hotels, and branded five star hotels within senior management capacity.*

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High aptitude to supervise, manage, and control regular and distressed business operations by improving overall business functions, managing budgets, developing strategic plans, creating policies, and achieving business goals. Proven track record of improving business revenue through property and operational process restructuring, overcome crisis, as well as establishing new business units within firm. Proficient in identifying business opportunities and monitoring financial activities as well as developing domestic and international sales and business development strategy. Skilled in maintaining effective working relationships with outside contacts, including the internal revenue service, external attorneys, public accountants, and government officials.

## Career Experience

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### PRE-OPENING GENERAL MANAGER (2020 - present)

Marriott International

### PRE-OPENING GENERAL MANAGER (2020 - present) 200 keys Protea by Marriott Kotoka Airport, Accra, Ghana

- ◆ Prepared the critical path plan and setup the road map for the hotel opening.
- ◆ Conceptualized the hotel's operations.
- ◆ Prepared all SOE and FF&E list in accordance with the management company standards and procured all.
- ◆ Setup the hotel's operations infrastructure, IT, MIS and enforce the control measures.
- ◆ Prepared the hotel's pre-opening budget, manning guide and commercial action plan.
- ◆ Worked closely with the hotel's contractors, asset management, Hotel Owners, Hotel Management and prepared for takeover.

### CLUSTER GENERAL MANAGER (2018 to 2020)

RDK Group of Companies Dubai UAE

Worked for the UAE based domestic business operating in the sectors of tourism and hospitality and real estate development. My main responsibilities were to oversee the entire hospitality division, including but not limited to overseeing and reviewing with the owners the Renaissance Hotel Dubai performance.

### CLUSTER GENERAL MANAGER (2018 to 2020)

450+ keys with over 350 Employees

- ◆ Secured a tour series contract benefiting three properties with over 5 million increment revenue in all three properties.
- ◆ Reduced expenses of 48% of the group through variety of cost cutting and productivity improving initiatives.

- ♦ Restructured the hotel organization chart and reduce overhead by 35% through aligning both the administration and sales functions.
- ♦ Contributed in establishing a centralized purchasing department, renegotiated all existing suppliers' contracts as well as reduced overall operational cost by 28%.
- ♦ Achieved a breakeven GOP in the first six months of own employment and 58% GOP in the first module of the year 2019.

#### **GENERAL MANAGER (2013 to 2018)**

#### **Donatello Hotel (132 rooms), Dubai, U.A.E**

- ♦ Successfully converted 78 units' property from a stagnant hotel apartment to licensed four stars' hotel with 132 rooms, while keeping the hotel operational and guest accessible.
- ♦ Improved business revenue by 40 % by increasing the number of sellable units as well as food and beverage outlets.
- ♦ Enhanced the revenue by restructuring room sizes and space as well as extra rentable space and accommodation units.
- ♦ Reduced and controlled company expenses by restructuring the employees' positions and introducing a job combination structure, which resulted in cost reduction by 28%.
- ♦ Secured long-term guarantee advance purchase contract with over AED2M dirhams annually with an international tour operator.

#### **GENERAL MANAGER (2011 – 2012)**

#### **Coral Boutique Hotel Apartment, Dubai, UAE**

- ♦ Introduced an outside catering service, which catered for Dubai Racing for two consecutive years as well as exchanged the long term contracts with short term businesses, which supported in increasing the ADR and yield.
- ♦ Achieved an ADR of AED580, the highest among all competitive set and achieved number 2 RGI.
- ♦ Refurbished the property in six months' record time and increased the online revenue contribution to 35% of the business.
- ♦ Grew the business revenue to AED1.5M annually by launching two Extra food and beverage outlets.

#### **VP Sales and Revenue Management ▪ (2009-2011) Hospitality Management Holdings, Dubai UAE**

- ♦ Managed the Revenue and Sales Department of 40+ Hotels and increased the Corporate Sales Business by 60 %. Generated 2 million USD Business in per Year
- ♦ Introduce the first of its kind 360-degrees E-commerce department and generates 1.2 million USD Online business in the first year.

### **Additional Experience**

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#### **Director of Revenue Management (2007-2009) ▪ Dusit Thani, Dubai, U.A.E**

321 Rooms, 5,Star Hotel, Dubai UAE

#### **Cluster Revenue Manager (2005-2007) ▪ Intercontinental Hotels Group, Muscat & Salalah, Oman**

Multi Property Role, 5 Star Oman

#### **Revenue Manager (2002-2005) ▪ Crowne Plaza, Beirut, Lebanon**

200 Rooms, 5 Star Hotel Beirut Lebanon

### **Highlights of Expertise**

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|------------------------|--|
| • Crisis Management    | • Business Profitability/Growth        |
| • Financial Management | • Operational Management/Restructuring |

- Cost Reduction and Saving
- Contract Negotiations
- E-Commerce and CRM
- Cash Flow Optimisation
- Online Sales and Marketing
- Staff Development Programs
- Problem Resolution
- Pre-opening and re-opening Expert

## Career Accomplishments

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- ♦ Restored profitability to non-profitable and underperforming private hospitality company by closing debt and restructuring business as well as securing long term lucrative deals.
- ♦ Managed to restructure the manning of a group of hotels to cope with a financial downturn thus saved the business owners over 40% of overhead cost while maintaining the operations efficiency
- ♦ Led the opening of hotel (253 rooms) with minimal working capital by accelerating business growth, while holding debt to minimal level, sharpening all areas of operations, and generating profit in first three months of operations.
- ♦ Steered transformation and change of a struggling boutique hotel by rebranding and upgrading from a hotel apartment to a four stars' hotel
- ♦ Directed the opening and operating of over 40 hotels for a large hotel management company, earning the appellation of being youngest executive in charge of the sales and revenue department.
- ♦ Steered over 300% online revenue growth of a small company (HMH) to AED4.5M producing in just one year

## Education & Credentials

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MBA, Business Administration (2019)

*University of Liverpool, UK*

Diploma

*Ecole Hoteliere Dekwaneh, Beirut, Lebanon*

Certificates:

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|--|--------------------------------|
| • Finance for non-finance Financial Management | • Revenue Management           |
| • Project Management                           | • Pathways Program             |
| • Coaching & Mentoring Skills                  | • Consumer Behaviour           |
| • Steps Program                                | • Problem Resolution           |
| • Cash Flow Optimisation                       | • Advance Leadership           |
|  | • Hospitality Asset Management |

Other IT Skills :

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|--------------------------------------|--|
| • Graphic Design using adobe CS6     | • Web Design   |
| • E-commerce and Online Distribution | • Microsoft Project Management                                     |
| • 3D design using Sketch it          | • CRM and Sales Force Automation                                   |
| • Database Management                | • Loyalty Management   |
| • HTML, CSS, Java, & PHP             | • Various Hospitality Management Software (Finance, PMS, POS. FMC) |